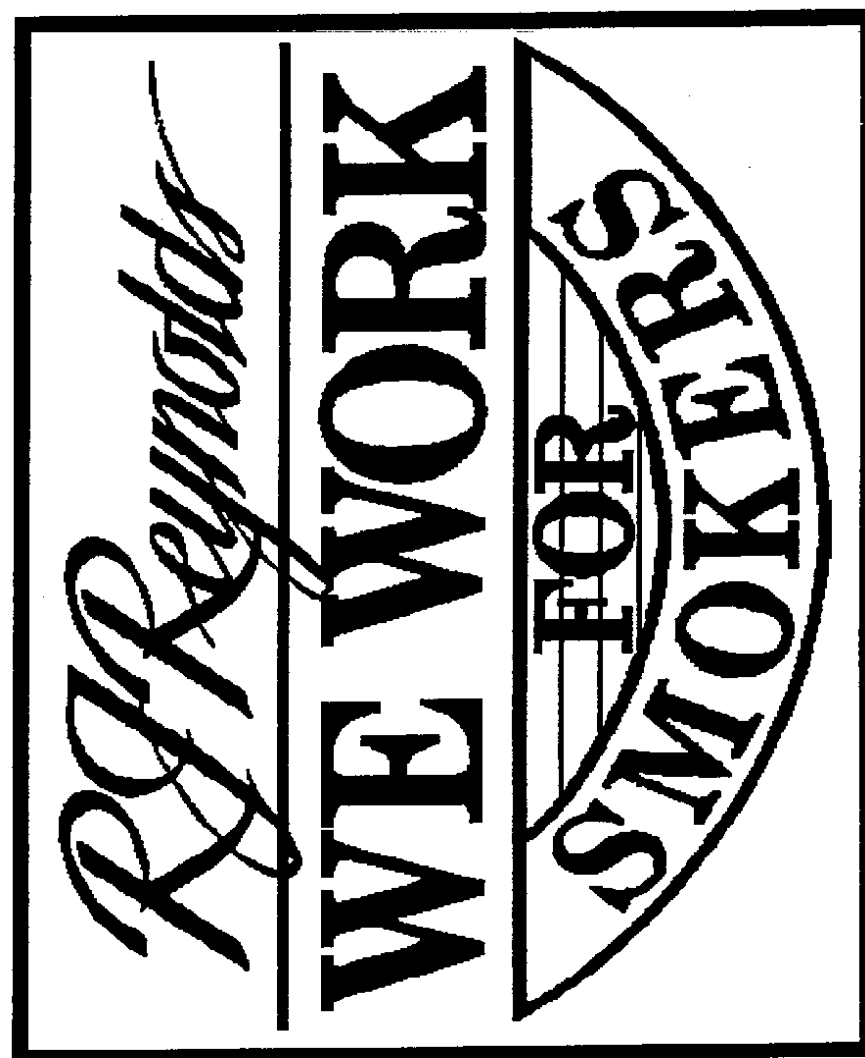


Speak Out!
Support Tobacco!



51861 4922

Contents

- Message Points

Messages to use in letters and calls.

- Congressional Letters

Tips on writing Congress

- Members of Congress

Names, addresses and phone numbers of Senators and Congressional Representatives listed by state.

- Goldstone Speech

Speech given by RJR Nabisco CEO, Stephen F. Goldstone, to the National Press Club on April 8, 1998.

MESSAGE POINTS

1. Once again, the process in Washington went haywire and has transformed a reasoned debate about tobacco into a grab for new taxes.
2. Washington is up to its same old tricks and pursuing the same old agenda: more taxes and bigger government.
3. The June 20th Proposed Resolution offered the most comprehensive and realistic chance to resolve the tobacco conflict and change the way tobacco products are made, marketed and sold in this country.

Message One: Washington Has Gone Haywire

- o There is a Federal budget surplus of \$75 billion, yet Washington wants to impose \$500,000,000,000 in new taxes on those least able to afford them.
- o The era of big government is supposed to be over, but Washington wants to create 17 new bureaucracies and give unelected officials the power to prohibit the use of tobacco products.
- o Washington says it's concerned about crime, but would create an enormous black market in tobacco products.

Message Two: It's the same old agenda: more taxes and bigger government

How much is enough?

- o This is a big government money grab.
- o Washington already makes more money from taxing cigarettes than tobacco companies do from selling them.
- o But that's not enough. Washington now wants to become a tobacco profiteer, increasing its take fivefold.

Who pays?

- o The tax hits 47 million American adults who choose to smoke -- the majority of whom are lower- to middle-income people and thus least able to pay such a huge increase.
- o More than half the taxes will be paid by people making less than \$30,000 a year.
- o The average smoker will pay \$1,700 per year in cigarette taxes.

What happens?

- o The price of cigarettes will rise from about \$2-per-pack to \$5-6-per-pack at the retail level. Washington wants you to think the increase will only be \$1.10 a pack. It will be at least \$3-per-pack.
- o Huge tax increases alone won't reduce youth smoking: according to data from the U.S. Centers for Disease Control, 11 of the 13 states that raised tobacco taxes in the early 1990s experienced an increase in youth smoking in the years that followed.
- o Creation of a huge black market in tobacco products, with unregulated access to kids.
 - One truck of cigarettes carries 14 million cigarettes, which will be worth \$3 million, readily resalable on every street corner where no one will check a kid's I.D.
- o Big job losses: Nearly 2 million American jobs will be affected by the legislation currently pending in Congress.
 - The livelihoods of 1.8 million Americans across the country whose jobs are tied to tobacco -- everyone from growers and manufacturers to industry suppliers, truckers, and retail store clerks.
- o Washington creates 17 new federal bureaucracies.
- o Taxes will be used to finance tax cuts for wealthy Americans and pay for new federal spending programs.
- o Will it ever stop? Once government is hooked on these spending programs, do you think it will?

Who Is Responsible?

- o Who should teach children right from wrong: Big Government or parents?
- o This debate needs to be about whether adult Americans can be allowed to make their own decisions in their own lives.
- o It's about freedom of choice. 98% of cigarettes sold are smoked by those of legal age; only 2% are smoked by minors. This would tax 98% to influence 2%.
- o It's an adult's right to buy a product fully aware of its risks, without the government telling them they can't because they don't want kids to have the same product.
- o It's about the government's controlling what adults can see. Should the government decide that the colors on a cigarette pack are too dangerous to be seen in a convenience or grocery store?
- o There is something fundamentally wrong with the government deciding to tax a product out of reach of adult consumers because Washington "knows what's good for you."
- o There are only three ways to go on tobacco: prohibition with a nightmarish black market; government monopoly; or private enterprise. If private enterprise is the path we pursue, Washington needs a solution that attacks youth smoking while preserving the legitimate rights of adults to purchase tobacco products.

Message Three:

The benefits of the June 20th Agreement

- o The proposed resolution of June 20th was a public health advocate's dream come true.
- o It created the most sustained program ever envisioned by the public health community regarding the underage use of tobacco products.
- o Matthew Myers: "This plan offers the best hope for protecting our children ...the single most fundamental change in tobacco control in the history of the world.
- o One Attorney General: "This is the biggest public health achievement and corporate settlement in the history of the country."

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WRITING A LETTER

Tips

- Always address the letter to "The Honorable ..."
- Be specific, to the point.
- Tell why you do not support the new tobacco taxes (see points).
- Thank the representative for their consideration.
- Request a written response.

ANATOMY OF A LETTER

April 21, 1998

The Honorable [YOUR CONGRESSPERSON/SENATOR'S NAME]
[HIS/HER ADDRESS - SEE ENCLOSED LIST]
Washington, DC 20002

Dear Representative/Senator [YOUR CONGRESSPERSON/SENATOR'S NAME]

[INTRODUCTION - WHY YOU ARE WRITING]

For Example:

I am writing to you to express my opposition to new taxes on tobacco. While I support the goal of reducing youth smoking, I feel that raising taxes is not the way to go.

[REASONS WHY YOU OPPOSE THE TAX - SEE MESSAGE POINTS]

For Example:

These new taxes will devastate my business. Do we need to raise taxes half a trillion dollars while there is a budget surplus? Also, do we need to create 17 new bureaucracies? I thought we sent you there to make government smaller not bigger.

[CLOSING - NO TAXES - REASONABLE APPROACH/MESSAGE POINTS]

For example:

We need to address the tobacco problem with comprehensive legislation - not tax increase meant to punish tobacco companies. The only people that will be hurt are smokers and business people like myself. Most of my customers are regular working people who can't afford any more taxes. How can Congress pass a such a huge tax increase on people who can least afford it? Please oppose the tobacco tax increase. I would appreciate a written response with your position.

Thank you for your consideration.

Sincerely,

John Smith
cc: [YOUR SENATOR/CONGRESSPERSON]

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(This is a sample letter one person wrote which might be of interest to you, but it would be best to express your views in your own words. When you write your letter(s), do not use company stationery.)

Dear Editor:

As an American taxpayer, I've had enough of Big Government's attempt to go after Big Taxes.

The taxes I'm talking about are the proposed new taxes on tobacco. The tax bills being considered in Congress would be the largest tax increase proposed in American history. I think it's time for Americans to say no to Washington's call for more and more taxes.

Washington already makes more money from taxing cigarettes than tobacco companies do from selling them — and now Washington wants to increase its take fivefold on revenue from cigarettes. And this tax burden will be shouldered by 47 million American adults like me who smoke. Washington wants us to believe that the tax increase will only be \$1.10 per pack. But smokers will end up paying about \$1,700 per year in cigarette taxes, and the price of cigarettes will rise from about \$2-per-pack to about \$5 per pack at the retail level.

Not only that, but the proposed legislation will also create 17 new federal bureaucracies — more taxes for bigger government.

We don't need big government to tax us more, to tell us what to do, or what to buy or not buy. Today, it's smokers. Who's next?

Thank you for your consideration.

Sincerely,

(Your Signature)

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